



# Tip of the Month

A Monthly Guide for the Epionce Professional: Practical Tips and Application  
October 2017 Issue | 1.866.374.6623 | epionce.com | info@epionce.com

## In This Issue

- The Epionce Story
- Highlights
- Did You Know?
- Role Play: Q&A
- What's New

### Simple. Effective. Proven.



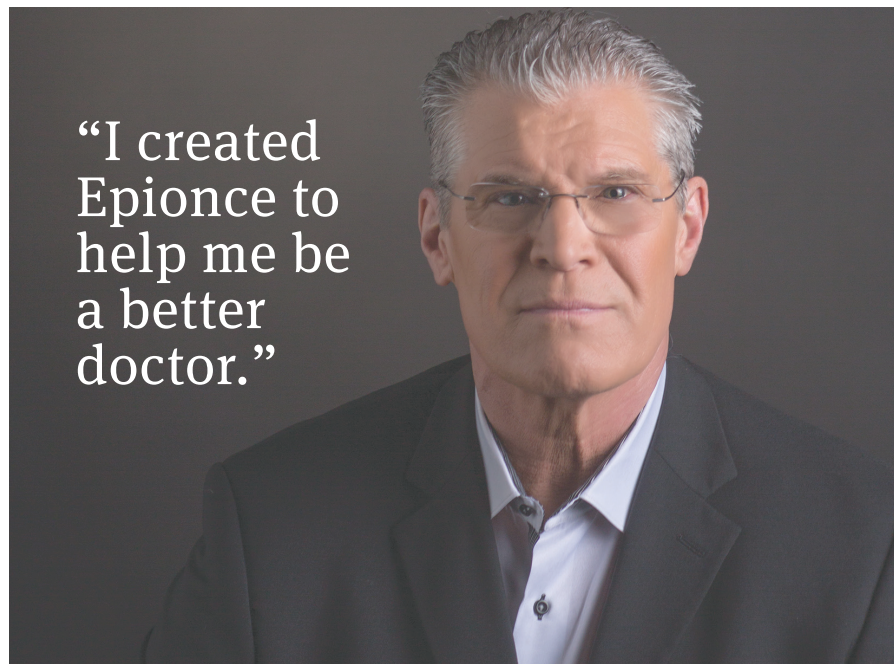
Epionce strives to develop products that are not simply based on industry trends, but rather to help solve difficult skin issues

long-term, and promote healthy, beautiful skin for life. Our company has remained committed to proving Epionce is safe and effective by performing independent clinical trials on finished, market-ready products. Results have shown that Epionce regimens have statistically superior results compared to leading products on the market for anti-aging.

### The Epionce Difference

Two of the things that make the Epionce product line distinct are the botanical ingredients and proprietary technologies. Unique Epionce botanicals have been specifically chosen due to their therapeutic activity and concentrations. Combined with the three ingredient technologies that are the foundation of the Epionce product line — Anti-Inflammatory Technology, Barrier Repair Technology and Keratolytic Technology — Epionce formulas yield optimal results.

“I created Epionce to help me be a better doctor.”



## The Epionce Story

*Celebrating 15 Years of Delivering the Beauty of Healthy Skin*

Dr. Carl R. Thornfeldt, Founder and CEO of Epionce, wanted to help skin care professionals like himself solve their patient's biggest skin concerns. He developed Epionce to help him be a better doctor and see long-term results. Knowing that Epionce helps improve the lives of his patients gives him great satisfaction.

Epionce has come a long way since its beginnings in Dr. Thornfeldt's small-town dermatology office, growing into what is now a world-wide skin care company. As we celebrate 15 years as a brand, we look back at where Epionce has come as a company.

### Epionce History

- *Founded 15 years ago in October 2002 by Idaho dermatologist Dr. Carl Thornfeldt, launching its flagship product, Renewal Facial Cream*
- *Headquarters based in Boise, Idaho and still privately held*
- *Sold all over the United States, plus internationally in several European countries, Hong Kong, Japan and Canada*
- *Manufactured exclusively at its FDA inspected Boise facility*
- *Recipient of several industry awards for anti-aging and outstanding beauty line*

# The Epionce Story

## Epionce Highlights and Milestones Overview



**1989** – While enjoying the outdoors, Dr. Carl develops a theory about skin function and delivery. Coupled with his research on the effects of botanicals on the skin, this becomes the foundation of the Epionce line.



**2002** – With several years of bench research, Dr. Carl develops the Renewal Facial Cream, which utilizes gentle botanical extracts to block factors that lead to chronic inflammation and repair the skin barrier.



**2003** – Lytic Gel Cleanser is launched and quickly becomes a fan favorite and an Epionce regimen must-have because it cleanses the skin without irritation or overdrying.



**2005** – Upon the recommendation of Dr. Carl's mother, a more hydrating cream is developed and launched – Intensive Nourishing Cream.



**2006** – Epionce Renewal Facial Cream and Lytic Tx are shown in clinical studies to be superior in anti-aging results to prescription retinoid, Renova®. Epionce becomes the first cosmeceutical line to perform clinical studies against the gold standard prescription retinoid.



**2013** – Intense Defense Serum is launched and quickly becomes an anti-aging favorite amongst new and existing Epionce users alike!



**2015** – The Epionce line is the winner of Best Topical Skincare at THE Aesthetic Industry Awards.



**2016 & 2017** – Lytic Gel Cleanser is named "Cleanser You Can Really Feel Working" in the Beauty Choice Awards presented by NewBeauty® Magazine two years in a row.

## Did You Know?

- The word "epionce" stands for "One chance for a healthy epithelium [skin barrier]."
- Dr. Carl still owns and practices at his dermatology clinic on the Idaho/Oregon border, where he's cared for the people of this rural area for over 30 years.
- Over 15 independent clinical studies have been completed on the finished, market-ready Epionce formulations to prove safety and efficacy.
- Epionce is gluten-free, fragrance-free and paraben-free. It is only tested on human volunteer subjects — never on animals.
- There are 27 Epionce retail products that have been developed for a very specific purpose — not just industry trends. This makes it easier for you to learn and manage the line, plus, it allows for simple, yet effective regimens for your patients.
- Over 30 different botanical ingredients are used in the creation of Epionce products.



## Want to see the entire Epionce Story?

Visit [epionce.com/our-story](http://epionce.com/our-story) and [epionce.com/dr-carl](http://epionce.com/dr-carl). You can also stay up to date with Epionce on social media by following us on Instagram, Facebook and Twitter using the handle @epionce.



## The Epionce Story



**Client:** Why don't I see Epionce at the department store?

**Epionce Professional:** Epionce is a physician-based line, meaning it is sold only through medical professionals including dermatologists, medical spas and other skin care experts. The medical-grade line is designed to be tailored to specific skin conditions, so consulting with a skin care professional is the best way to ensure you receive the best product recommendations, and best results.

**Client:** I haven't heard of Epionce before. How long has it been around?

**Epionce Professional:** Epionce is an independent company that has grown from a grass-roots level. It was developed in 2002 by practicing dermatologist, Dr. Carl Thornfeldt, to help him more effectively treat his patients. He has over two decades of experience in the research of inflammatory skin diseases and has extensively studied the effects of botanicals on skin disease including acne, rosacea and eczema. He first developed Renewal Facial Cream for its

anti-inflammatory and barrier repair properties, and has since extended the line with cleansers, treatment products, sunscreens, and post-procedure care.

**Client:** I am always hearing about certain ingredients that I don't see listed on Epionce packaging. Why is Epionce using different ingredients from the other skin care lines?

**Epionce Professional:** The Epionce line is medical-grade skin care, but instead of harsh ingredients that might work quickly but cause irritation, it uses botanical ingredients proven to relieve chronic inflammation and repair the skin barrier to resolve skin conditions triggered by these two factors. Instead of harsh ingredients, botanicals gently resolve even difficult skin concerns like irregular pigmentation. Epionce is formulated for long-term results — without irritation.

**Client:** Is there any data showing Epionce is comparable to other anti-aging products?

**Epionce Professional:** Yes, Epionce has performed several double-blind, prospective, controlled clinical studies by independent third-party investigators on human subjects to determine product safety and efficacy. The most notable study used Renewal Facial Cream and Lytic Tx against the leading prescription retinoid and lactic acid, which showed Epionce to be superior. These studies are not required for cosmeceuticals, but is a way to determine effectiveness of a product. Dr. Carl felt it was the right thing to do in order to show efficacy and safety of the product line.

# The Epionce Story



## Epionce Testimonials

*"My skin has been forever changed and I have never been more satisfied with my skin care regimen. I am so happy to have been introduced to this amazing line!" - Lucy B.*

*"I only use Epionce products and always will."*  
- Emily C.

*"I truly believe in Epionce and appreciate the studies behind the products."* - Carrie R.

*"Epionce is the perfect product for our practice. It has made me much more successful and knowledgeable."* - Helen T.

## What's New

### Epionce Professional Portal

Exclusive to Epionce Skin Care Professionals at [epionce.com](http://epionce.com), the professional-only portal provides access to educational and marketing tools for your practice 24/7/365. For more information or log-in credentials, talk to your Epionce Account Executive.

### Advanced Clinical Trainings Near You

Last chance to attend an ACT in 2017! Take the opportunity to learn from the creator and founder of Epionce, clinical dermatologist, author and international speaker, Dr. Carl Thornfeldt. Interested? Contact your Account Executive for more information.

### Upcoming Epionce Events

- **October 5-7** — American Society for Dermatologic Surgery Annual Meeting, Chicago, Illinois
- **October 16** — Epionce Advanced Clinical Training, Minneapolis, Minnesota
- **November 6** — Epionce Advanced Clinical Training, Indianapolis, Indiana
- **November 29- December 2** - Cosmetic Surgery Forum, Las Vegas, Nevada

### Contact Us / Place An Order

Episciences, Inc.  
10211 W. Emerald Street  
Boise, Idaho 83704  
Toll Free Tel (866) 374 6623  
Toll Free Fax (866) 374 6603  
[info@epionce.com](mailto:info@epionce.com) | [epionce.com](http://epionce.com)

### Follow Us For Daily Updates!

